

August 2, 2006

Mayor Oscar Goodman and Las Vegas City Council,

I would like to briefly outline the utility and advertising functions of the Interactive Taxicab System and what this system offers to passengers, drivers, and the community at large in addition to the obvious advertising revenues.

I would also like to request that all information is kept as private and treated as highly confidential information. While I will not necessarily be divulging trade secrets or intellectual property in giving an overview, this product is the compellation of the last 7 years of my life and the basis upon which I have submitted my patent application to the USPTO for approval in regard to my system in parts and as a whole as it qualifies in terms of invention.

I myself have driven a taxicab here in Las Vegas for a short time in an effort to do Research & Development for my product. I might note that I found driving a taxi to be a fun job with freedoms not previously run into as a computer programmer. I took it upon myself to do this research under assumptions that there were vast areas of improvement open to the person who opted to take the challenge of trying to build a computer system that can handle this environment and still meet those needs which are to this day not being met in any cabs anywhere in the world with the effectiveness that my system will bring shortly.

We are witnessing a great example of how and why the patent process works. If I had no legal protection to keep this product my own and develop it fully, it would not be worth it for me to put so much on the line to build this dream into a reality. And if I don't society and the economy will miss out on a great opportunity to see a quantum leap in for-hire transportation. I point this out as a bit of a plea for your understanding that while barriers to entry are lessened through patent protection, aggressive corporate behaviors can be very damaging to the small business; and damaging my ability to launch this system on my terms would eventually force me to hand the product over to a large corporation. In such an event many of my visionary enhancements would be lost. Enhancements that by design are meant to help make driving a cab significantly safer, less stressful, and more profitable to the cab drivers themselves rather than just the interests that obviously benefit from the profitability of advertising.

In computer programming and as an entrepreneur my job is simple. Take a problem write it down, work out a solution, build it, and continue to improve upon it. I assure you I'm dedicated to my career as a computer programmer and my life as an entrepreneur, and I've also become very fond of cab drivers and the taxi community.

**Basic order of operations in the test vehicles ready for Beta testing at this time**

- Driver's side start & stop trip to be initiated in sequence on a device that is neither dependent upon, nor depended upon by the meter done so with the tripping of the meter as two separate functions on each of the device and the meter.
- Upon beginning a trip at least one multi-media introduction is played to the passengers introducing the basic functionality of the system as a passenger driven advertising utility for them to find local businesses/points of interest.

Submitted at City Council

Date 8/2/06 Item Cited  
Participation

### **Ready for live Alpha testing (30 days running 10 live units) components include**

- The first real revenue generating function of making the internet available to the passengers in a touch screen kiosk at a rate to be determined based upon supply and demand as tested using the methods and means of statistical economics.
- Driver side software that mimics the methods and processes currently executed manually for entering tripsheet information from beginning a shift, during each ride, and at the end of shift: to be entered into the system tandem with the hand written tripsheet. [The only current benefits realized herein is automating the accounting procedures required of each driver at the end of their shift, on the company side this is a accounting benefit which lessens the number of errors and relieves the stress of constantly reconciling many tripsheets]
- Internet dispatch with GPS information. Running no differently than software and hardware configurations commonly sold to taxicab operators around the world. The only difference is that my company does not directly charge for the cost of implementing these systems, thus removing the burden that would otherwise come with such upgrades to dispatch systems. The costs of adding these features to a rich computer environment while great are negligible when compared to the cost of building, installing, and maintaining such systems for dispatch alone.
- P.O.S. (Point of sale) assuming that I can find arbitrary items and build ads to introduce these items to the passengers through methods commonly associated with television shopping and the internet, passengers will be allowed to purchase mail order (or pickup) items of strong integrity and produced locally by reputable business people. An example would be the artwork from a local welder which will be displayed in ad format followed by options where the passenger may if they so choose swipe their credit card, type in on screen their shipping information, and have a rebar and mild steel hand crafted palm tree (real Vegas art) shipped to their home. While I don't see becoming an in taxicab home shopping network I do believe this is going to set the precedent that the vehicle is an excellent high ticket point of sale location, while also helping a local business do a little bit better. Eventually I believe the point of sale features will be more profitable and of better utility during peak times when the systems start selling show tickets, making dinner reservations, and selling vouchers to local attractions.
- On screen customer feedback surveys will also be made available for gathering information on the positive and negative thoughts expressed by passengers.

### **After 30 day Alpha Test it my intent to be implemented fleet wide in Nellis Cabs**

- Note: I have no way to assure this timeline or the success of the system in being able to do this. Assumptions are based on the success of the 10 prototype launch.
- Newly engineered hardware configuration, which should be available for preview discussion and demonstration anticipated to be available starting August 4<sup>th</sup>, 2006.

**Assuming the company is able to move forward**

- Multi-language messaging to help be a better utility to passengers in their native tongue and to assist in translating necessary information between the passenger and the driver as well as the outside world.
- Begin the scientific process of comparing newer more automated systems to older more labor intense methods subject to significantly more human error. With the ultimate goal of getting NRS and other sufficient and necessary conditions and concerns addressed in the hopes of getting the State's approval to replace the hand written tripsheet with the system's automated tripsheets. [while this may sound absurd at first; data will be easier to retrieve, secured from prying eyes, impossible to remove entirely as it is stored in triplicate on the drivers device, the main computing device, and redundantly backed up to a master server and/or sub-master server (an in-between server dedicated to the records of a single company).
- Alpha test integrating the existing security cameras, with the foot alert currently operating the "Christmas light, and radio beacon" with the main system and a dispatch side emergency response system/strategy involving false alarm scenarios as well as integrating with nearest emergency responder systems if possible.
- Integrating the system with the meter to meet fraud prevention and avoidance guidelines as developed and understood by the Nevada Taxicab Authority and other government agencies involved in certifying RS-232 connectivity to existing meter systems.
- Integrating the systems ability to maintain multiple sites and multiple merchant accounts in the duties of proper credit card handling procedures such that fares, fees, and gratuity might be handled through the credit card acceptance features already on the systems.

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Interactive Taxicab Systems



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